

WSFA 12 East Delano Ave. Montgomery, AL 36105 Main: (334) 288-1212 Billing: (334) 288-1212

www.wsfa.com

Billing Address:

SRH Media, Inc Attention: Accounts Payable 2204 Countryside Drive Silver Spring, MD 20905

Send Payment To:

WSFA Regions Bank ATTN: Lockbox # 1400 P.O. Box 11407

Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1818909-1	09/24/17	September 2017	08/28/17 - 09/24/17

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
ISS/Senate Conservative Ac	SENATE CONSERV ACT	474

Flight Dates	Order #	Alt Order #
09/21/17 - 09/26/17	1818909	08817201
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		
Agency Code	Advertiser Code	<u>Product 1/2</u> 267
Agency Ref	Advertiser Ref	

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Line Start Date	End Date	Description		Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1 09/22/17	09/22/17	WSFA 12 N	ews at Ten -	10-1035pm	1	:30	1	\$620.00	NM	
Weeks:	Start Date 09/18/17		<u> TWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$620.00					
Spots: # Ch	Day Air	Date Air Tir	me Descripti	<u>on</u>	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
1 WS	FA F 09	/22/17 10:09	PM WSFA 1	2 News at Ten - MF	10-1035pm	:3	0 ЈG17100ТН			\$620.00 NM
2 09/22/17	09/22/17	NBC Today	with Kathie L	.10-11am	1	:30	1	\$115.00	NM	
Weeks:	Start Date 09/18/17		<u> TWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$115.00					
Spots: # Ch	Day Air	Date Air Tir	me Descripti	<u>on</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA F 09/	/22/17 10:56	AM NBC Too	lay with Kathie Lee	10-11 am	:3	0 ЈG17100ТН			\$115.00 NM
3 09/22/17	09/22/17	ALABAMA L	IVE @ 11A	11-1130Am	1	:30	1	\$70.00	NM	
Weeks:	Start Date 09/18/17		<u> TWTFSS</u>	Spots/Week	<u>Rate</u> \$70.00					
Spots: # Ch		00.2	ne Descripti	on '	Start/End Time	Lenat	h Ad-ID			Rate Type
1 WS				A LIVE @ 11A	11-1130Am) JG17100TH			\$70.00 NM
4 09/22/17	09/22/17	alabama l Am	IVE @ 1130	1130A-12P	1	:30	1	\$70.00	NM	
Weeks:	Start Date 09/18/17		<u>1</u>	Spots/Week 1	<u>Rate</u> \$70.00					
Spots: # Ch	Day Air	Date Air Tir	ne Descripti	on	Start/End Time	Lengtl	n Ad-ID			Rate Type
	FA F 09/	22/17 11:42	AM ALABAM	A LIVE @ 1130AM	1130A-12P	:30) JG17100TH			\$70.00 NM
5 09/22/17	09/22/17	WSFA 12 No	ews at Noon	12-1230pm	1	:30	1	\$225.00	NM	
Weeks:	Start Date 09/18/17		<u>TWTFSS</u> 1	Spots/Week 1	<u>Rate</u> \$225.00					
Spots: # Ch	Day Air	Date Air Tir	ne Description	<u>on</u>	Start/End Time	Lengtl	Ad-ID			Rate Type

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<u>Advertiser</u>	Product	Estimate Number
ISS/Senate Conservative A	SENATE CONSERV ACT	474

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Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
5 09/22/17	09/22/17	WSFA 12 News at No		1	:30	1	\$225.00	NM	
5 09/22/17	09/22/17	WSFA 12 News at No	Jon 12-1230pm	1	.50		\$225.00	INIVI	
Spots: # Ch				Start/End Time		th Ad-ID			Rate Type
1 WS	SFA F 09	/22/17 12:20 PM WSF	A 12 News at Noon	12-1230pm	:3	0 JG17100TH			\$225.00 NM
6 09/22/17	09/22/17	RIGHT THIS MINUTE	S 130-2p	1	:30	1	\$70.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$70.00					
Spots: # Ch	Day Air	Date Air Time Descri	<u>ription</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	SFA F 09/ Credited		IT THIS MINUTES	130-2p	:0	0			\$70.00 NM
7 09/22/17	09/22/17	JUDGE JUDY 2ND R	UN 3-330p	1	:30	· 1	\$135.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$135.00					
Spots: # Ch	Day Air	Date Air Time Descr	ription	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	SFA F 09/	22/17 3:18 PM JUDG	SE JUDY 2ND RUN	3-330p	:3	0 JG17100TH			\$135.00 NM
8 09/22/17	09/22/17	JUDGE JUDY 1ST RU	JN 330-4p	1	:30	1	\$135.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS1	Spots/Week 1	<u>Rate</u> \$135.00					
Spots: # Ch	Day Air	Date Air Time Descr	ription	Start/End Time	<u>Lengt</u>	h Ad-ID			Rate Type
1 WS	FA F 09/	22/17 3:55 PM JUDG	SE JUDY 1ST RUN	330-4p	:3	0 JG17100TH			\$135.00 NM
10 09/22/17	09/22/17	WSFA 12 NEWS AT 4	4P M-F 4-430P	1	:30	1	\$135.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$135.00				_	
Spots: # Ch	<u>Day</u> <u>Air</u>	Date Air Time Descr	<u>iption</u>	Start/End Time		h Ad-ID			Rate Type
1 WS	FA F 09/	22/17 4:18 PM WSF	A 12 NEWS AT 4PM	M-F 4-430P	:3	0 ЈG17100ТН			\$135.00 NM
11 09/22/17	09/22/17	Today in Alabama 430 m)a 430-5a	F	:30	1	\$20.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/17F	Spots/Week 1	<u>Rate</u> \$20.00					
Spots: # Ch	Day Air	Date Air Time Descr	<u>iption</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA F 09/	22/17 4:53 AM Today	in Alabama 430am	430-5a	:3	0 ЈG17100ТН		-,	\$20.00 NM
12 09/22/17	09/22/17	WSFA 12 NEWS AT 4	1P M-F 430-5P	1	:30	1	\$170.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$170.00		We help			
Spots: # Ch	Day Air	Date Air Time Descri	<u>iption</u>	Start/End Time	Lengtl	h Ad-ID			Rate Type
1 WS	FA F 09/	22/17 4:51 PM WSFA	12 NEWS AT 4PM	M-F 430-5P	:30	0 ЈG17100ТН			\$170.00 NM
13 09/22/17	09/22/17	Today in Alabama 5an	n 5-530a	1	:30	1	\$195.00	NM~	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$195.00					
Spots: # Ch	Day Air		<u>iption</u>	Start/End Time	<u>Lengtl</u>	n Ad-ID			Rate Type

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Advertiser	Product	Estimate Number
ISS/Senate Conservative A	SENATE CONSERV ACT	474

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Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
13 09/22/17	09/22/17	Today in Alabama 5am	THE PERSON NAMED IN COLUMN TWO	1	:30	1	\$195.00	NM	
Spots: # Ch	Day Air	r Date Air Time Descrip	tion	Start/End Time	Lengt	th Ad-ID			Rate Type
		/22/17 5:12 AM Today in		5-530a		30 JG17100TH			\$195.00 NM
14 09/22/17	09/22/17	WSFA 12 News at Five	5-530pm	1	:30	1	\$420.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
Spots: # Ch	09/18/17 Day Air	09/24/171 Date Air Time Descript	1 tion	\$420.00 Start/End Time	Lengt	th Ad-ID			Rate Type
:	FA F 09			5-530pm		10 JG17100TH			\$420.00 NM
							2005.00		4.120.00 1.111
15 09/22/17	09/22/17	Today in Alabama 530a	528am-6am	1	:30	1	\$225.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$225.00					
Spots: # Ch			<u>tion</u>	Start/End Time		h Ad-ID			Rate Type
1 WS	FA F 09	/22/17 5:38 AM Today ir	n Alabama 530a	528am-6am	:3	0 JG17100TH			\$225.00 NM
16 09/22/17	09/22/17	WSFA 12 News at Six -	6-630pm	1	:30	1	\$790.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	Rate \$790.00					
Spots: # Ch			ion .	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA F 09/	/22/17 6:22 PM WSFA 1	2 News at Six - MF	6-630pm	:3	0 ЈG17100ТН			\$790.00 NM
17 09/22/17	09/22/17	Today In Alabama	6a-7a	1	:30	1	\$395.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$395.00					
Spots: # Ch	Day Air	Date Air Time Descript	ion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA F 09/	/22/17 6:51 AM Today Ir	n Alabama	6a-7a	:3	0 ЈG17100ТН			\$395.00 NM
18 09/22/17	09/22/17	NBC Today Show	7-9am	1	:30	1	\$260.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$260.00			3,200		
Spots: # Ch	Day Air		ion_	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA F 09/	22/17 7:29 AM NBC Too	day Show	7-9am	:3	0 ЈG17100ТН			\$260.00 NM
19 09/22/17	09/22/17	NBC Today 2	9-10am	1	:30	1	\$115.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$115.00					
Spots: # Ch	Day Air		ion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA F 09/	22/17 9:55 AM NBC Too	day 2	9-10am	:3	0 ЈG17100ТН			\$115.00 NM
20 09/22/17	09/22/17	DATELLINE	9-10pm	1	:30	1	\$525.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$525.00				_	
Spots: # Ch	Day Air			Start/End Time	Lengtl	h Ad-ID			Rate Type
1 WS	FA F 09/		INE	9-10pm	:30	0 ЈG17100ТН			\$525.00 NM

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Advertiser	Product	Estimate Number
ISS/Senate Conservative A	SENATE CONSERV ACT	474

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MMM.Mola.oom						Spots/			
Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
20 09/22/17	09/22/17	DATELLINE	9-10pm	1	:30	1	\$525.00	NM	
40 09/23/17	09/23/17	WSFA 12 News at Ter Sat	ı - 10-1030pm	1-	:30	1	\$395.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS1-	Spots/Week 1	Rate \$395.00					
Spots: # C				Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	SFA Sa 09	/23/17 10:27 PM WSFA	12 News at Ten - Sat	10-1030pm	:3	0 ЈG17100т	1		\$395.00 NM
41 09/23/17	09/23/17	NET Saturday Night Liv	ve 1030p-12x	1-	:30	1	\$260.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171-	Spots/Week 1	<u>Rate</u> \$260.00					
Spots: # C	h Day Air	Date Air Time Descri	ption	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	SFA Sa 09	/23/17 10:57 PM NET S	aturday Night Live	1030p-12x	:3	0 JG17100TI	-		\$260.00 NM
42 09/23/17	09/23/17	WSFA 12 News at Six- at	S Sa 6-7pm	1-	:30	1	\$180.00	NM	
Weeks:	Start Date 09/18/17		Spots/Week 1	<u>Rate</u> \$180.00					
Spots: # C			ption	Start/End Time	Lengt	h Ad-ID			Rate Type
	SFA Sa 09	/23/17 6:37 PM WSFA	12 News at Six-Sat	Sa 6-7pm	:3	O JG17100TH	1		\$180.00 NM
43 09/23/17	09/23/17	NBC Saturday Today S	Sh 6-8am	1-	:30	1	\$105.00	NM	
Weeks:	Start Date 09/18/17		Spots/Week 1	<u>Rate</u> \$105.00					
Spots: # CI	<u>h</u> <u>Day Air</u>	Date Air Time Descri	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	SFA Sa 09	/23/17 7:16 AM NBC S	aturday Today Show	6-8am	:3	0 JG17100TH	ł		\$105.00 NM
44 09/24/17	09/24/17	WSFA 12 News at Ten Sun	- 10-1030pm	1	:30	1	\$1,013.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$1,013.00					
Spots: # Cl	<u>Day Air</u>	Date Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	SFA Su 09/ Credited		12 News at Ten - Sun	10-1030pm	:0	0			\$1,013.00 NM
45 09/24/17	09/24/17	Late News	1030p-119	1	:30	1	\$675.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	Rate \$675.00					
Spots: # Ch			otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	SFA Su 09/	24/17 11:00 PM Late No	ews	1030p-119	:3) JG17100TF	I		\$675.00 NM
46 09/24/17	09/24/17	RIGHT THIS MINUTE	1130p12x	1	:30	1	\$15.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$15.00					
Spots: # Ch			otion .	Start/End Time	Lengt	Ad-ID			Rate Type
1 W	SFA Su 09/ Credited		THIS MINUTE	1130p12x	:0	0			\$15.00 NM

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www.wsta.com						0			
Line Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
46 09/24/17	09/24/17	RIGHT THIS MINUTE	1130p12x	1	:30	1 	\$15.00	NM	
47 09/24/17	09/24/17	WSFA 12 News at Five	-SSu 5-530p	1	:30	1	\$205.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$205.00					
Spots: # Cl	<u>Day Ai</u>	r Date Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	SFA Su 09	/24/17 5:23 PM WSFA	12 News at Five-Sun	Su 5-530p	:3	0 ЈG17100ТН			\$205.00 NM
48 09/24/17	09/24/17	NET NBC Sunday Toda Show	ау 7-8а	1	:30	1	\$105.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$105.00					
Spots: # Ch	<u>Day Air</u>	Date Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	SFA Su 09	/24/17 7:48 AM NET N	BC Sunday Today Sho	ow 7-8a	:3	0 JG17100TH			\$105.00 NM
49 09/24/17	09/24/17	NET NBC Meet The Pre	es 8-9a	1	:30	1	\$105.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$105.00		2			
Spots: # Ch	<u>Day Air</u>	Date Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	SFA Su 09	/24/17 8:59 AM NET NE	BC Meet The Press	8-9a	:3	0 ЈG17100ТН			\$105.00 NM
50 09/24/17	09/24/17	WSFA News Sunday Al	M 9-930a	1	:30	1	\$45.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$45.00					
Spots: # Ch		Date Air Time Descrip	tion .	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	SFA Su 09	/24/17 9:16 AM WSFA	News Sunday AM	9-930a	:3	0 ЈG17100ТН			\$45.00 NM
51 09/21/17	09/21/17	WSFA 12 News at Ten	- 10-1035pm	1	:30	1	\$620.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	<u>Rate</u> \$620.00					
Spots: # Ch	Day Air	Date Air Time Descrip	tion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	SFA Th 09	/21/17 10:33 PM WSFA	12 News at Ten - MF	10-1035pm	:30	0 ЈG17100ТН			\$620.00 NM
52 09/21/17	09/21/17	NBC Today with Kathie ee	L 10-11am	1	:30	1	\$115.00	NM	
Weeks:	Start Date 09/18/17		Spots/Week 1	<u>Rate</u> \$115.00					
Spots: # Ch		Date Air Time Descrip	tion	Start/End Time	Lengtl	n Ad-ID			Rate Type
		/21/17 10:49 AM NBC To		10-11am) JG17100TH			\$115.00 NM
53 09/21/17	09/21/17	ALABAMA LIVE @ 11A	11-1130Am	1	:30	1	\$70.00	NM	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week	<u>Rate</u> \$70.00					
Spots: # Ch			tion	Start/End Time	Lengt	Ad-ID			Rate Type
	SFA Th 09/			11-1130Am) JG17100TH			\$70.00 NM
54 09/21/17	09/21/17		1130A-12P	1	:30	1	\$70.00	NM	

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			•		Visited Republication		Spots/	D		
Line Start L	Date End Date	Descript			MTWTFSS	Length	Week	Rate	Type	
		ALABAN	MA LIVE @ 1130							
Weeks	: <u>Start Date</u> 09/18/17	End Date 09/24/17		Spots/Week 1	<u>Rate</u> \$70.00					
Spots: #	Ch Day Air		ir Time Descript		Start/End Time		h Ad-ID			Rate Type
1	WSFA Th 09	/21/17 11	:55 AM ALABAN	MA LIVE @ 1130AM	1130A-12P	:3	0 ЈG17100ТН			\$70.00 NM
55 09/21/	17 09/21/17	WSFA 1	2 News at Noon	12-1230pm	1	:30	1	\$225.00	NM	
Weeks	Start Date 09/18/17	End Date 09/24/17		Spots/Week 1	<u>Rate</u> \$225.00					
Spots: #	Ch Day Air		ir Time Descript	15	Start/End Time	_	h Ad-ID			Rate Type
1	WSFA Th 09	/21/17 12	:27 PM WSFA 1	2 News at Noon	12-1230pm	:3	0 JG17100TH			\$225.00 NM
56 09/21/	17 09/21/17	RIGHT T	THIS MINUTES	130-2p	1	:30	1	\$70.00	NM	
Weeks	Start Date 09/18/17	End Date 09/24/17	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$70.00					
Spots: #	Ch Day Air	Date Ai	r Time Descript	<u>ion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1	WSFA Th 09. Credited		RIGHT	THIS MINUTES	130-2p	:0	0			\$70.00 NM
57 09/21/	17 09/21/17	JUDGE .	JUDY 2ND RUN	3-330p	1	:30	1	\$135.00	NM	
Weeks	Start Date 09/18/17	End Date 09/24/17	<u>MTWTFSS</u>	Spots/Week 1	<u>Rate</u> \$135.00					
Spots: #			r Time Descripti	<u>on</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
11	WSFA Th 09	/21/17 3:	:29 PM JUDGE	JUDY 2ND RUN	3-330p	:3	0 JG17100TH			\$135.00 NM
58 09/21/	17 09/21/17	JUDGE .	JUDY 1ST RUN	330-4p	1	:30	1	\$135.00	NM	
Weeks:	Start Date 09/18/17	End Date 09/24/17	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$135.00					
Spots: #	Ch Day Air	Date Air	r Time Descripti	<u>on</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1	WSFA Th 09	/21/17 3:	:49 PM JUDGE	JUDY 1ST RUN	330-4p	:3	0 ЈG17100ТН			\$135.00 NM
60 09/21/	17 09/21/17	WSFA 12 M	2 NEWS AT 4P	M-F 4-430P	1	:30	1	\$135.00	NM	
Weeks:	Start Date 09/18/17		MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$135.00					
Spots: #	Ch Day Air	Date Air	r Time Descripti	<u>on</u>	Start/End Time	Lengt	n Ad-ID			Rate Type
1	WSFA Th 09/	/21/17 4:	:15 PM WSFA 1	2 NEWS AT 4PM	M-F 4-430P	:3) JG17100TH		-	\$135.00 NM
61 09/21/1	17 09/21/17	Today in m	Alabama 430a	430-5a	1	:30	1	\$20.00	NM	
Weeks:	Start Date 09/18/17	End Date 09/24/17	MTWTFSS 1	Spots/Week 1	<u>Rate</u> \$20.00					
	<u>Ch</u> <u>Day</u> <u>Air</u> WSFA Th 09/	Date Air	Time Descripti		Start/End Time 430-5a		<u>Ad-ID</u>) JG17100тн			Rate Type \$20.00 NM
62 09/21/1			2 NEWS AT 4P		1	:30	1	\$170.00	NM	Ψ20.00 IAIVI
Weeks:	Start Date	M End Date	MTWTFSS	Spots/Week	Rate					

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Regions Bank
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Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1818909-1	09/24/17	September 2017	08/28/17 - 09/24/17

Advertiser	Product	Estimate Number
ISS/Senate Conservative A	SENATE CONSERV ACT	474

www.wsfa.com

						Spots/		100	
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	×
62 09/21/17	09/21/17	WSFA 12 NEWS AT 4F	P M-F 430-5P	1	:30	1	\$170.00	NM	
	_	M							
	09/18/17	09/24/171	1	\$170.00					
Spots: # Ch				Start/End Time	Lenat	h Ad-ID			Rate Type
:	FA Th 09/		12 NEWS AT 4PM	M-F 430-5P) JG17100TH			\$170.00 NM
							7000-000-00-00-00-00-00-00-00-00-00-00-0		*************************************
63 09/21/17	09/21/17	Today in Alabama 5am	5-530a	1	:30	1	\$195.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
1100.00.	09/18/17	09/24/171	1	\$195.00					
Spots: # Ch	Day Air	Date Air Time Descrip	<u>tion</u>	Start/End Time	Length	n Ad-ID			Rate Type
1 WS	FA Th 09/2	21/17 5:23 AM Today i	n Alabama 5am	5-530a	:30) JG17100TH			\$195.00 NM
64 09/21/17	09/21/17	WSFA 12 News at Five	5.530nm	1	:30	1	\$420.00	NM	
04 09/21/17	09/21/17	VVSFA 12 News at rive	5-550pm	1	.50	'	φ420.00	INIVI	
Weeks:	Start Date		Spots/Week	Rate					
	09/18/17	09/24/171	1	\$420.00					
Spots: # Ch				Start/End Time	-	<u>Ad-ID</u>			Rate Type
1 WS	FA Th 09/2	21/17 5:15 PM WSFA	12 News at Five	5-530pm	:30) JG17100TH			\$420.00 NM
65 09/21/17	09/21/17	Today in Alabama 530a	528am-6am	1	:30	1	\$225.00	NM	
								- 15-32-32	
Weeks:	Start Date 09/18/17	End Date MTWTFSS 09/24/171	Spots/Week 1	Rate					
Spots: # Ch				\$225.00 Start/End Time	Length	n Ad-ID			Rate Type
1	FA Th 09/2			528am-6am) JG17100TH			\$225.00 NM
	Word Market			MESSAGE PERMITTE SECRETARIA	.30	7 3 417 100 111			\$225.00 INIVI
66 09/21/17	09/21/17	WSFA 12 News at Six -	6-630pm	1	:30	1	\$790.00	NM	
Weeks:	Start Date	MF End Date MTWTFSS	Spots/Week	Rate					
vveeks.		Ellu Date MIWII 33	<u> </u>	\$790.00					
	09/18/17	09/24/171							
Spots: # Ch	E 201 S 210 DIS	09/24/171			Length	Ad-ID			Rate Type
	E EST S EST DISC	09/24/171 <u>Date Air Time</u> <u>Descrip</u> i		Start/End Time 6-630pm		<u>Ad-ID</u>) JG17100тн			<u>Rate Type</u> \$790.00 NM
1 WS	<u>Day Air l</u> FA Th 09/2	09/24/171 <u>Date Air Time Descript</u> 21/17 6:17 PM WSFA 1	tion 12 News at Six - MF	Start/End Time 6-630pm	:30) ЈG17100ТН	4005.00		
	Day Air l	09/24/171 <u>Date Air Time Descript</u> 21/17 6:17 PM WSFA 1	tion 12 News at Six - MF	Start/End Time			\$395.00	NM	
1 WS	<u>Day</u> <u>Air l</u> FA Th 09/2 09/21/17	09/24/171 <u>Date Air Time Descript</u> 21/17 6:17 PM WSFA 1 Today In Alabama	tion 12 News at Six - MF 6a-7a	Start/End Time 6-630pm	:30) ЈG17100ТН	\$395.00	NM	
1 WS	Day Air FA Th 09/2 09/21/17 Start Date	09/24/171 <u>Date Air Time Descript</u> 21/17 6:17 PM WSFA 1	tion 12 News at Six - MF 6a-7a	Start/End Time 6-630pm	:30) ЈG17100ТН	\$395.00	NM	
1 WS	Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17	09/24/171 <u>Date Air Time Descript</u> 21/17 6:17 PM WSFA 1 Today In Alabama <u>End Date MTWTFSS</u>	tion 12 News at Six - MF 6a-7a Spots/Week 1	Start/End Time 6-630pm 1 Rate	:30) ЈG17100ТН	\$395.00	NM	
1 WS 67 09/21/17 Weeks: Spots: # Ch	Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17	09/24/17 1 Date Air Time Descript 21/17 6:17 PM WSFA 1 Today In Alabama End Date MTWTFSS 09/24/17 1 Date Air Time Descript	tion 12 News at Six - MF 6a-7a Spots/Week 1	Start/End Time 6-630pm 1 Rate \$395.00	:30 :30	1	\$395.00	NM	\$790.00 NM
1 WS 67 09/21/17 Weeks: Spots: # Ch 1 WS	Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I FA Th 09/2	09/24/171 Date Air Time Descript 21/17 6:17 PM WSFA 1 Today In Alabama End Date MTWTFSS 09/24/171 Date Air Time Descript 21/17 6:07 AM Today In	tion 12 News at Six - MF 6a-7a Spots/Week 1 tion n Alabama	Start/End Time 6-630pm1 Rate \$395.00 Start/End Time 6a-7a	:30 :30 <u>Length</u> :30	1 Ad-ID) JG17100тн			\$790.00 NM
1 WS 67 09/21/17 Weeks: Spots: # Ch	Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I	09/24/171 Date Air Time Descript 21/17 6:17 PM WSFA 1 Today In Alabama End Date MTWTFSS 09/24/171 Date Air Time Descript 21/17 6:07 AM Today In	tion 12 News at Six - MF 6a-7a Spots/Week 1 tion n Alabama	Start/End Time 6-630pm 1 Rate \$395.00 Start/End Time	:30 :30	1 <u>Ad-ID</u>	\$395.00	NM NM	\$790.00 NM
1 WS 67 09/21/17 Weeks: Spots: # Ch 1 WS	Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I FA Th 09/2 09/21/17 Start Date	09/24/17 1 Date Air Time Descript 21/17 6:17 PM WSFA 1 Today In Alabama End Date MTWTFSS 09/24/17 1 Date Air Time Descript 21/17 6:07 AM Today In NBC Today Show End Date MTWTFSS	tion 12 News at Six - MF 6a-7a Spots/Week 1 tion n Alabama	Start/End Time 6-630pm1 Rate \$395.00 Start/End Time 6a-7a1 Rate	:30 :30 <u>Length</u> :30	1 Ad-ID) JG17100тн			\$790.00 NM
1 WS 67 09/21/17 Weeks: Spots: # Ch 1 WS 68 09/21/17 Weeks:	Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17	09/24/171 Date Air Time Descript 21/17 6:17 PM WSFA 1 Today In Alabama End Date 09/24/171 Date Air Time Descript 21/17 6:07 AM Today In NBC Today Show End Date 09/24/171	tion 12 News at Six - MF 6a-7a Spots/Week 1 tion n Alabama 7-9am Spots/Week 1	Start/End Time 6-630pm1 Rate \$395.00 Start/End Time 6a-7a1 Rate \$260.00	:30 :30 <u>Length</u> :30	1 1 <u>Ad-ID</u>) уб17100тн			\$790.00 NM Rate Type \$395.00 NM
1 WS 67 09/21/17 Weeks: Spots: # Ch 1 WS 68 09/21/17 Weeks: Spots: # Ch	Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I Day Air I Day Air I	09/24/17 1 Date Air Time Descript 21/17 6:17 PM WSFA 1 Today In Alabama End Date MTWTFSS 09/24/17 1 Date Air Time Descript 21/17 6:07 AM Today In NBC Today Show End Date MTWTFSS 09/24/17 1 Date Air Time Descript	tion 12 News at Six - MF 6a-7a Spots/Week 1 tion n Alabama 7-9am Spots/Week 1 tion	Start/End Time 6-630pm1 Rate \$395.00 Start/End Time 6a-7a1 Rate \$260.00 Start/End Time	:30 :30 <u>Length</u> :30	1 Ad-ID 1 Ad-			\$790.00 NM Rate Type \$395.00 NM Rate Type
1 WS 67 09/21/17 Weeks: Spots: # Ch 1 WS 68 09/21/17 Weeks: Spots: # Ch	Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17	09/24/17 1 Date Air Time Descript 21/17 6:17 PM WSFA 1 Today In Alabama End Date MTWTFSS 09/24/17 1 Date Air Time Descript 21/17 6:07 AM Today In NBC Today Show End Date MTWTFSS 09/24/17 1 Date Air Time Descript	tion 12 News at Six - MF 6a-7a Spots/Week 1 tion n Alabama 7-9am Spots/Week 1 tion	Start/End Time 6-630pm1 Rate \$395.00 Start/End Time 6a-7a1 Rate \$260.00	:30 :30 <u>Length</u> :30	1 1 <u>Ad-ID</u>) уб17100тн			\$790.00 NM Rate Type \$395.00 NM
1 WS 67 09/21/17 Weeks: Spots: # Ch 1 WS 68 09/21/17 Weeks: Spots: # Ch 1 WS	Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I Day Air I Day Air I	09/24/17 1 Date Air Time Descript 21/17 6:17 PM WSFA 1 Today In Alabama End Date MTWTFSS 09/24/17 1 Date Air Time Descript 21/17 6:07 AM Today In NBC Today Show End Date MTWTFSS 09/24/17 1 Date Air Time Descript 21/17 9:00 AM NBC To	tion 12 News at Six - MF 6a-7a Spots/Week 1 tion n Alabama 7-9am Spots/Week 1 tion	Start/End Time 6-630pm1 Rate \$395.00 Start/End Time 6a-7a1 Rate \$260.00 Start/End Time	:30 :30 <u>Length</u> :30	1 Ad-ID 1 Ad-	\$260.00		\$790.00 NM Rate Type \$395.00 NM Rate Type
1 WS 67 09/21/17 Weeks: Spots: # Ch 1 WS 68 09/21/17 Weeks: Spots: # Ch	Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I Day Air I FA Th 09/2	09/24/17 1 Date Air Time Descript 21/17 6:17 PM WSFA 1 Today In Alabama End Date MTWTFSS 09/24/17 1 Date Air Time Descript 21/17 6:07 AM Today In NBC Today Show End Date MTWTFSS 09/24/17 1 Date Air Time Descript	tion 12 News at Six - MF 6a-7a Spots/Week 1 tion n Alabama 7-9am Spots/Week 1 tion day Show	Start/End Time 6-630pm1 Rate \$395.00 Start/End Time 6a-7a1 Rate \$260.00 Start/End Time 7-9am	:30 :30 Length :30 :30 :30	1 Ad-ID 1 Ad-		NM	\$790.00 NM Rate Type \$395.00 NM Rate Type
1 WS 67 09/21/17 Weeks: Spots: # Ch 1 WS 68 09/21/17 Weeks: Spots: # Ch 1 WS	Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Day Air I FA Th 09/2 09/21/17 Start Date 09/18/17 Start Date 09/21/17	09/24/17 1 Date Air Time Descript 21/17 6:17 PM WSFA 1 Today In Alabama End Date MTWTFSS 09/24/17 1 Date Air Time Descript 21/17 6:07 AM Today In NBC Today Show End Date MTWTFSS 09/24/17 1 Date Air Time Descript 21/17 9:00 AM NBC To	tion 12 News at Six - MF 6a-7a Spots/Week 1 tion n Alabama 7-9am Spots/Week 1 tion day Show	Start/End Time 6-630pm1 Rate \$395.00 Start/End Time 6a-7a1 Rate \$260.00 Start/End Time 7-9am	:30 :30 Length :30 :30 :30	1 Ad-ID 1 Ad-	\$260.00	NM	\$790.00 NM Rate Type \$395.00 NM Rate Type

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Invoice #	Invoice Date	Invoice Month	Invoice Period			
1818909-1	09/24/17	September 2017	08/28/17 - 09/24/17			

Advertiser	Product	Estimate Number
ISS/Senate Conservative A	SENATE CONSERV ACT	474

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						Spots/			
ine Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
69 09/21/17	09/21/17	NBC Today 2	9-10am	1	:30	1	\$115.00	NM	
Spots: # Ch	Day Air D	Date Air Time Descri	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	SFA Th 09/2	1/17 9:59 AM NBC T	oday 2	9-10am	:3	0 JG17100TH			\$115.00 NM
70 09/24/17	09/24/17	NET Early Today ON	4-430x	S	:30	1	\$10.00	NM	
Weeks:		End Date MTWTFSS	Spots/Week	Rate					
0 ' " 0		09/24/17S	1	\$10.00	1	L A-LID			Data Torra
Spots: # Ch				Start/End Time		<u>h</u> <u>Ad-ID</u> 0 јG17100тн			Rate Type
1 WS	SFA Su 09/2	4/17 3:56 AM NET E	ariy Today ON	4-430x	:3	0 JG1/1001H			\$10.00 NM
72 09/21/17	09/21/17	NET Early Today ON	4-430x	T	:30	1	\$10.00	NM	
Weeks:		End Date <u>MTWTFSS</u> 09/24/17T	Spots/Week 1	<u>Rate</u> \$10.00					
Spots: # Ch	Day Air D	ate Air Time Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	SFA Th 09/2	1/17 4:17 AM NET E	arly Today ON	4-430x	:3	O JG17100TH			\$10.00 NN
74 09/22/17	09/22/17	RIGHT THIS MINUTES	3 130-2p	F	:30	1	\$70.00	NM	
Weeks:		End Date MTWTFSS	Spots/Week	Rate					
Casta: # Ch	E-10 (10 E-10)	09/24/17F	1	\$70.00 Start/End Time	Longt	h Ad-ID			Rate Type
Spots: # Ch 1 WS	<u>Day Air D</u> 35A F 09/2		THIS MINUTES	130-2p		0 JG17100TH			\$70.00 NN
									ψ70.00 14IV
76 09/21/17	09/21/17	RIGHT THIS MINUTES	130-2p	T	:30	1	\$70.00	NM	
Weeks:		End Date MTWTFSS 09/24/17T	Spots/Week 1	<u>Rate</u> \$70.00					
Spots: # Ch				Start/End Time	Lenat	h Ad-ID			Rate Type
	SFA Th 09/21		THIS MINUTES	130-2p		0 JG17100TH			\$70.00 NN
77 09/23/17	09/23/17	ET WEEKEND	1203-103x	S-	:30	-1	\$15.00	NM	=
Weeks:		End Date MTWTFSS	Spots/Week	Rate			-		
0		09/24/17S-	1	\$15.00	Lange	F 44 ID			Data Tuna
Spots: <u>#</u> <u>Ch</u> 1 WS	<u>Day Air D</u> SFA Sa 09/23			Start/End Time 1203-103x		<u>h</u> <u>Ad-ID</u> 0 JG17100тн			<u>Rate</u> <u>Type</u> \$15.00 NM
							-		\$15.00 NIV
79 09/23/17	09/23/17	WSFA 12 News at Six-sat		S-	:30	1	\$168.00	NM	
Weeks:		<u>End Date</u> <u>MTWTFSS</u> 09/24/17S-	Spots/Week 1	<u>Rate</u> \$168.00					
Spots: # Ch	Day Air D	ate Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WS	FA Sa 09/23	3/17 6:24 PM WSFA	12 News at Six-Sat	Sa 6-7pm	:3) JG17100TH			\$168.00 NM
80 09/23/17	09/23/17	WSFA 12 News at Ten Sat	- 10-1030pm	S-	:30	1	\$395.00	NM	
Weeks:		End Date MTWTFSS	Spots/Week	<u>Rate</u>					
Spots: # Ch)9/24/17S- ate <u>Air Time</u> <u>Descrip</u>	1	\$395.00 Start/End Time	l engt	n Ad-ID			Rate Type
	FA Sa 09/23		12 News at Ten - Sat) JG17100TH			\$395.00 NM
1 773	Ja U3/20			on and will be available on r		-			W 212 N

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<u>Advertiser</u>	Product	Estimate Number
ISS/Senate Conservative A	SENATE CONSERV ACT	474

www.wsfa.com

							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
80	09/23/17	09/23/17	WSFA 12 News at Ten - Sat	10-1030pm	S-	:30	1	\$395.00		

Total Spots

51

Payment Terms 30 Days

Gross Total \$

\$11,528.00

Agency Commission

\$1,729.20

Net Amount Due

\$9,798.80

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